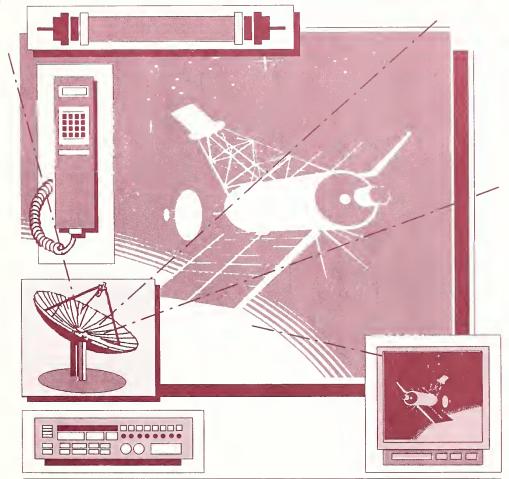
Annual Survey of Communication Services: 1990

PENNSYLVANIA STATE UNIVERSITY

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Annual Survey of Communication Services: 1990



Issued March 1992



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INTRODUCTION

This report presents the results from the 1990 Annual Survey of Communication Services. The introduction of this survey in 1991 is part of a multiyear Presidential initiative to improve the quality of economic statistics. A major objective of this initiative is to increase the statistical coverage of the services sector which accounts for more than 70 percent of our Nation's total output.

Despite the major role that services play in our economy, the U.S. statistical system is still oriented towards agriculture, manufacturing, and mining with far less data collected for the service-producing industries. To rectify these gaps in coverage, the Census Bureau is undertaking its largest program expansion in over 40 years to bring basic data collection in services close to parity with the goods-producing sector. The Annual Survey of Communication Services is an important component of this expansion program, and is designed to fill major data gaps for the communication service industries.

Coverage

The Annual Survey of Communication Services covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually. This includes telephone communications, including cellular and other radiotelephone services; telegraph and other message communications, such as electronic mail services, facsimile transmission services, telex services, and so on; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services, such as radar station operations, satellite earth stations, satellite or missile tracking stations, and so on.

This report presents statistics that are summarized by kind-of-business classification based on the 1972 edition of the *Standard Industrial Classification Manual* and the 1977 supplement, issued by the Office of Management and Budget.

A more detailed explanation of the survey coverage, and sampling and estimation methodology appears in appendix A. Appendix B provides a description of each kind of business included in this report. Extracts of the 1990 report forms are provided in appendix C.

Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, 1990 data are expressed in 1990 dollars and 1989 data in 1989 dollars. Consequently, when comparing data to prior years, users also should consider price level changes.

Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data have not been published because of their high sampling variability, poor response quality, or other factors that resulted in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use. It should be noted that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures would be subject to the limitations described previously. These unpublished estimates are for your internal use only.

Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

Table 1. Communication Services (SIC 48)—Summary Statistics, by Kind of Business: 1989 and 1990

ltem	Communication services (SIC 48)	Telephone services (SIC 4811)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable television, telegraph, and other communication services (SIC 4821 + 4899)
Total Operating Revenue						
Millions of dollars 1990	211,640 202,820	156,003 150,935	28,684 27,882	7,391 7,341	21,293 20,540	
Percent change 1990/1989	4.4	3.4	2.9	0.7	3.7	12.3
Total Operating Expenses						
Millions of dollars 1990	173,615 166,421	126,775 123,131	24,948 23,810	6,788 6,688		
Percent change 1990/1989	4.3	3.0	4.8	1.5	6.1	12.4
Annual Payroli						
Millions of dollars 1990	41,312 39,212	30,799 29,205	6,681 6,478	2,636 2,577		3,832 3,529
Percent change 1990/1989	5.4	5.5	3.1	2.3	3.7	8.6
Employer Contributions to Social Security and Other Supplemental Benefits						
Millions of dollars 1990	9,101 8,841	7,303 7,166	1,056 1,008	361 351	696 657	742 667
Percent change 1990/1989	2.9	1.9	4.8	2.8	5.9	11.2

Note: Tables 3, 8, 2, and 12 provide estimated measures of sampling variability (coefficients of variation) for SIC 4811, 483, 4832, 4833 and 4821 + 4899, respectively. Estimated coefficients of variation for revenue, expenses, and payroll estimates for SIC 48 are:

Table 1A. Estimated Coefficients of Variation for SIC 48: 1989 and 1990

SIC	Total operating revenue			Total operating expenses			Annual payroll			Employer contributions to Social Security and other supplemental benefits		
	1990	1989	1990/ 1989	1990	1989	1990/ 1989	1990	1989	1990/ 1989	1990	1989	1990/ 1989
48	1.5	1.3	0.3	1.5	1.4	0.2	1.3	1.1	0.4	0.8	0.6	0.2

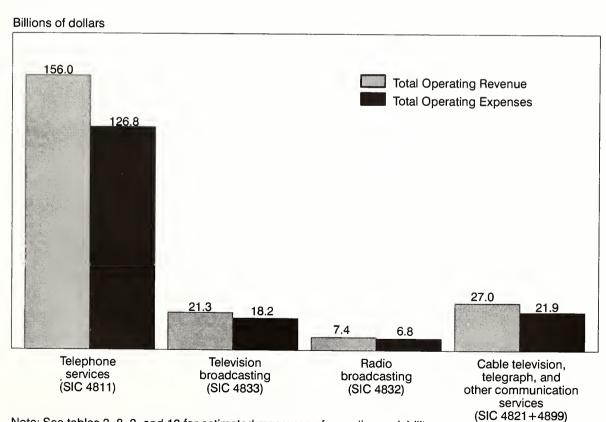
Table 2. Communication Services (SIC 48)—Estimated Corporate Revenue, by Kind of Business: 1990

SIC code	Kind of business	Total operating revenue	Total operating revenue from	Coefficients	of variation
Sio code	INITIA DI BASILLESS	(Millions of dollars)	corporations (Percent)	Dollar volume	Percent of total
48 4811 483 4832 4833 4821 + 4899	Communication services. Telephone services Radio and television broadcasting Radio broadcasting Television broadcasting Cable and other pay television services, telegraph, and other communication services.	156,003 28,684 7,391	97.5 99.6 94.6 92.0 95.6	1.5 1.9 1.8 3.5 2.1 3.4	0.6 0.1 1.0 1.8 0.9

Figure 1.

Communication Services (SIC 48)—Estimated

Total Revenue and Expenses, by Kind of Business: 1990



Note: See tables 3, 8, 2, and 12 for estimated measures of sampling variability (coefficients of variation) for 1990.

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TELEPHONE COMMUNICATIONS

SUMMARY OF DATA

Revenue for U.S. telephone firms totaled more than \$156.0 billion in 1990, an increase of 3.4 percent (\pm 0.5 percent) compared to 1989.

Long-distance service provided 43.7 percent of all telephone industry revenue in 1990, totaling \$68.1 billion and increasing 3.0 percent over the prior year. Local service revenue gained 3.7 percent from 1989 to \$39.2 billion in 1990, while network access revenue was up just 0.8 percent from the previous year.

Nonresidential customers were the source of \$88.6 billion in telephone industry revenue, accounting for 56.8 percent of all revenue for long-distance, local, and network access services. In 1990, long-distance revenue and network access revenue from interstate services were 61.4 percent and 71.7 percent, respectively.

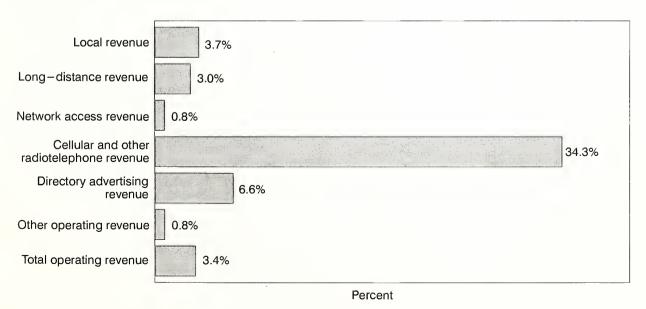
Revenue for cellular and radiotelephone services, and telephone directory advertising showed the highest rates of year-to-year growth. Cellular and radiotelephone service revenue increased a dramatic 34.3 percent, to almost \$3.6 billion in 1990. While contributing only 2.3 percent of total industry revenue, cellular and other radiotelephone revenue accounted for 18.0 percent of its growth in 1990.

Telephone industry expenses reached a total of nearly \$126.8 billion in 1990, an increase of 3.0 percent (\pm 0.3 percent) from 1989.

Annual payroll was the telephone industry's largest single expense. In 1990, industry payroll exceeded \$30.8 billion, accounted for nearly 24.3 percent of all industry expenses, and increased 5.5 percent (\pm 0.7 percent) over the prior year.

Reflecting intense competition for market share among long-distance firms, telephone industry advertising expenses rose 23.3 percent between 1989 and 1990.

Figure 2.
Telephone Communications (SIC 4811)—Estimated Year—to—Year Percent Changes in Revenue: 1989 and 1990



Note: See table 3 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.

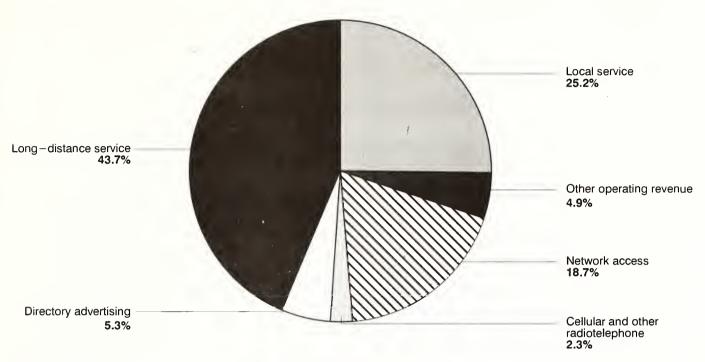
Table 3. Telephone Communications (SIC 4811)—Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

	'Millions o	f dollars		Coe	efficients of varia	tion
Item			Percent	Dollar	/olume	Year-to-year
	1990	1989	change 1990/1989	1990	1989	ratio 1990/1989
Operating Revenue						
Total	156,003	150,935	3.4	1.9	1.7	0.3
Local service	39,231	37,816	3.7	0.9	0.8	0.2
Long-distance service	68,128	66,165	3.0	4.0	3.6	0.7
Network access	29,189	28,971	0.8	0.7	0.7	0.1
Cellular and other radiotelephone	3,563	2,652	34.3	4.7	3.7	. 1.6
Directory advertising	8,187	7,683	6.6	0.8	1.2	0.5
Other operating revenue	7,705	7,647	0.8	2.5	2.3	0.4
Operating Expenses						
Total	126,775	123,131	3.0	2.0	1.8	0.2
Annual payroll	30,799	29,205	5.5	1.6	1.3	0.4
Employer contributions to Social Security and						
other supplemental benefits	7,303	7,166	1.9	0.8	0.6	0.2
Access charges	25,003	24,783	0.9	5.8	6.0	0.4
Depreciation	22,817	22,561	1.1	1.0	0.9	0.3
Lease and rental	3,442	3,592	-4.2	3.8	1.7	2.8
Purchased repairs	2,819	2,624	7.4	1.3	1.2	0.5
Insurance	171	170	0.4	11.4	13.1	1.9
Telephone and other purchased communication						
services	485	406	19.4	18.7	15.8	4.2
Purchased utilities	889	882	0.7	1.0	5.3	4.7
Purchased advertising	2,004	1,625	23.3	1.4	1.7	0.5
Taxes	5,106	4,930	3.6	1.4	1.3	0.1
Other operating expenses	25,939	25,186	3.0	1.0	0.7	0.6

Note: Detail may not add to total due to rounding.

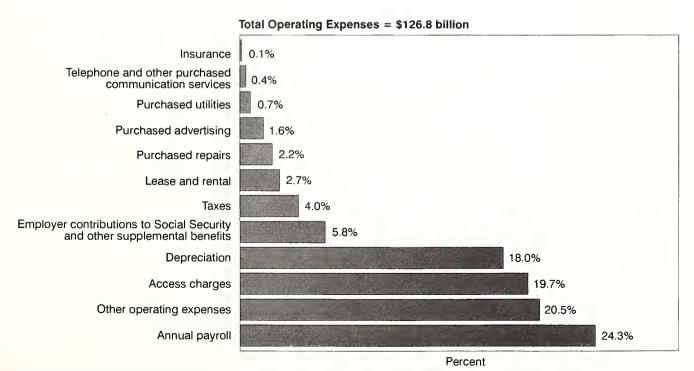
Figure 3.
Telephone Communications (SIC 4811)—Estimated Percentages of Revenue, by Source: 1990





Note: See table 4 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Figure 4.
Telephone Communications (SIC 4811)—Estimated Percentages of Expenses, by Source: 1990



Note: See table 4 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 4. Telephone Communications (SIC 4811)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

	Millions of	dellara	Doroont of	total	Coefficients of variation				
Item	Millions of	dollars	Percent of	total	Dollar volu	ime	Percent of	total	
	1990	1989	1990	1989	1990	1989	1990	1989	
Operating Revenue									
Total	156,003	150,935	100.0	100.0	1.9	1.7	(X)	(X	
Local service	39,231	37,816	25.2	25.1	0.9	0.8	2.0	1.8	
Long-distance service	68,128	66,165	43.7	43.8	4.0	3.6	2.3	2.0	
Network access	29,189	28,971	18.7	19.2	0.7	0.7	1.9	1.	
Cellular and other radiotelephone	3,563	2,652	2.3	1.8	4.7	3.7	5.2	4.:	
Directory advertising	8,187	7,683	5.3	5.1	0.8	1.2	1.5	1.	
Other operating revenue	7,705	7,647	4.9	5.1	2.5	2.3	1.9	1.	
	7,703	7,047	4.5	5.1	2.5	2.3	1.9	1.	
Operating Expenses									
Total	126,775	123,131	100.0	100.0	2.0	1.8	(X)	(X	
Annual payroll	30,799	29,205	24.3	23.7	1.6	1.3	0.7	0.9	
Employer contributions to Social Security and other supplemental									
, , , , , , , , , , , , , , , , , , , ,	7,303	7,166	5.8	5.8	0.8	0.6	1.6	1.	
benefits	7,303	7,100	5.0	5.0	0.0	0.0	1.0	1.	
Plans required under Federal and	2 274	0.014	2.6	2.7	0.0	0.5	4.6	4.	
State legislation	3,271	3,311			0.8	1	1.6	1.0	
Other fringe benefit plans	4,031	3,855	3.2	3.1	0.9	0.7	1.7	1.:	
Access charges	25,003	24,783	19.7	20.1	5.8	6.0	4.0	4	
Depreciation	22,817	22,561	18.0	18.3	1.0	0.9	1.4	1	
Buildings, offices, and structures	769	756	0.6	0.6	3.8	3.9	2.3	2.	
Communication systems	18,320	18,336	14.5	14.9	0.9	0.9	1.3	1.	
Vehicles, machinery and equipment,									
and other tangible assets	3,728	3,469	2.9	2.8	4.0	2.5	4.5	3.	
Lease and rental	3,442	3,592	2.7	2.9	3.8	1.7	2.0	0.	
Buildings, offices, and structures	1,520	1,426	1.2	1.2	7.0	1.4	5.8	1.0	
Communication systems	1,178	1,215	0.9	1.0	5.8	4.0	4.6	2.	
Vehicles, and other machinery and									
equipment	744	951	0.6	0.8	0.8	0.7	2.0	2.	
Purchased repairs	2,819	2,624	2.2	2.1	1.3	1.2	2.3	2.	
Buildings, offices and structures	499	484	0.4	0.4	1.2	2.8	2.0	3.	
Communication systems	1,834	1,699	1.5	1.4	1.7	1.6	2.6	2.	
Vehicles, and other machinery and									
equipment	486	441	0.4	0.4	1.2	1.6	2.1	2.	
Insurance	171	170	0.1	0.1	11.4	13.1	10.0	11.	
Telephone and other purchased									
communication services	485	406	0.4	0.3	18.7	15.8	19.0	16.	
Purchased utilities	889	882	0.7	0.7	1.0	5.3	1.6	4.0	
Purchased advertising	2,004	1,625	1.6	1.3	1.4	1.7	1.7	1.0	
Taxes	5,106	4,930	4.0	4.0	1.4	1.3	2.0	1.9	
Other operating expenses	25,939	25,186	20.5	20.5	1.0	0.7	1.2	1.5	

X Not applicable.

Note: Detail may not add to total due to rounding.

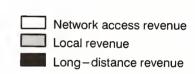
Table 5. Telephone Communications (SIC 4811)—Estimated Local, Long-Distance, Network Access Revenue, and Coefficients of Variation, by Type of Customer and Service: 1990

	1	Millions of dollars		Coefficients of variation			
ltem	Local service	Long-distance service	Network access	Local service	Long-distance service	Network access	
Total Dollar Volume	39,231	68,128	29,189	0.9	4.0	0.7	
Type of customer							
Residential	19,399 19,832	23,187 44,941	5,351 23,838	0.5 0.5	3.3 1.7	2.1 0.5	
Type of service							
IntrastateInterstate	(NA) (NA)	26,290 41,839	8,263 20,926	(NA) (NA)	2.2 1.4	0.7 0.3	

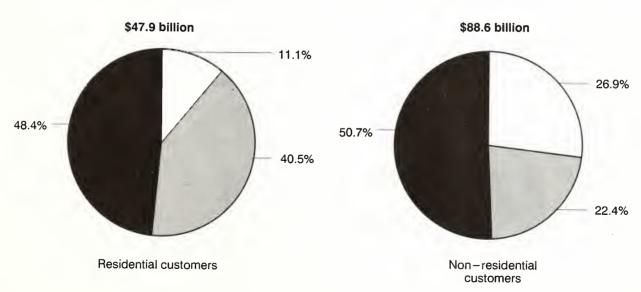
NA Not available.

Note: Detail may not add to total due to rounding.

Figure 5.
Telephone Communications (SIC 4811)—Estimated Local, Long – Distance, and Network Access Revenue, by Type of Customer: 1990



Total Network Access, Long-Distance and Local Revenue =



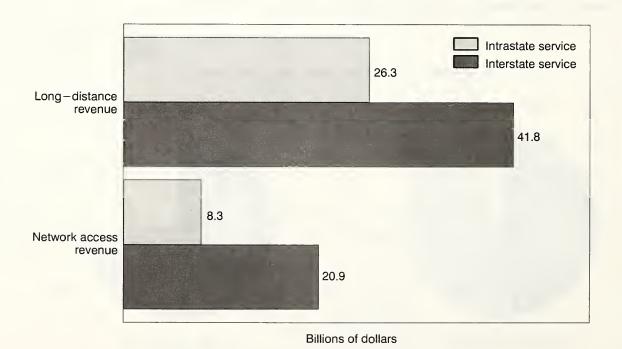
Note: These estimates are subject to sampling variability, however, measures of sampling variability have not been calculated.

Table 6. Telephone Communications (SIC 4811)—Estimated Cellular and Other Radiotelephone Operating Revenue and Coefficients of Variation, by Type of Service: 1990

Item .	Millions of dollar	Coefficients of variation
Cellular and other radiotelephone revenue	3,563	4.7
Type of service		
Air time Basic service Long-distance service. Roaming charges All other services.	48	2.1 1.9 11.5 7.1 14.5

Note: Detail may not add to total due to rounding.

Figure 6.
Telephone Communications (SIC 4811)—Estimated Long-Distance and Network Access Revenue from Intra- and Interstate Services: 1990

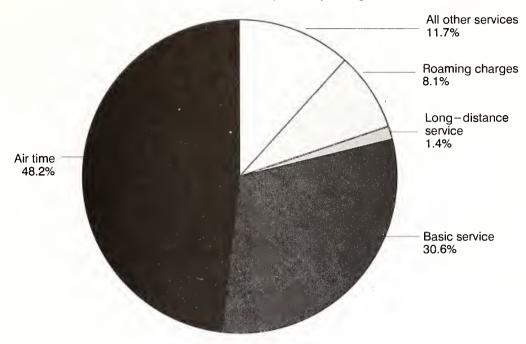


Note: See table 5 for estimated measures of sampling variability (coefficients of variation) for 1990.

Figure 7.

Telephone Communications (SIC 4811)—Estimated Cellular and Other Radiotelephone Operating Revenue, by Type of Service: 1990

Total Cellular and Other Radiotelephone Operating Revenue = \$3.6 billion



Note: These estimates are subject to sampling variability, however, measures o∑ sampling variability have not been calculated.



RADIO AND TELEVISION BROADCASTING SERVICES

SUMMARY OF DATA

Total operating revenue for U.S. television and radio broadcasters combined was \$28.7 billion in 1990, an increase of 2.9 percent (± 1.2 percent) over 1989. Revenue for television stations and networks totaled \$21.3 billion in 1990, accounted for 74.2 percent of the combined total for all broadcasters, and increased 3.7 percent (\pm 1.7 percent) over the previous year. In 1989, total operating revenue for radio broadcasters was \$7.3 billion and \$7.4 billion in 1990.

Total operating expenses for all broadcasters rose 4.8 percent to \$24.5 billion (± 1.4 percent) in 1990. Television broadcasters' operating expenses totaled \$18.1 billion and were up 6.1 percent (\pm 1.8 percent) from 1989. In 1990, total expenses for radio broadcasters were \$6.8 billion and \$6.7 billion for the previous year.

Sales of television station time to networks, advertisers, and sponsors (station time sales) accounted for 57.2 percent of total television industry revenue in 1990 and were up 2.7 percent from 1989. Television station revenue from national and regional advertising rose 3.8 percent. Local advertising revenue was \$6.3 billion in 1990 and \$6.2 billion in 1989. Network time sales in 1990 were up 3.7 percent from the previous year.

Broadcast rights to first-run programs, feature films, syndicated programming, sporting events, etc., accounted for 42.1 percent of total operating expenses for the television industry in 1990, and increased 8.8 percent from 1989. Industry payroll in 1990 rose 3.7 percent (\pm 2.1 percent) from the previous year to \$4.0 billion. Television broadcasters' contributions in 1990 to Social Security and other employee benefit plans increased 5.9 percent from 1989.

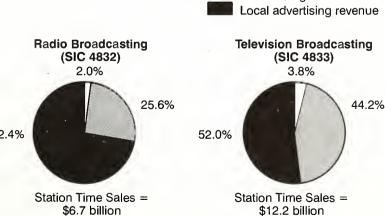
Radio network time sales in 1990 were \$328 million compared to \$324 million in 1989, while station time sales. which accounted for 90.3 percent of total radio industry revenue, were virtually unchanged from the previous year.

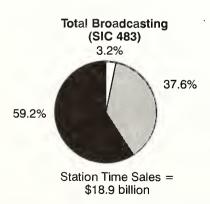
Annual payroll was the largest component of total expenses for the radio industry. In 1990, industry payroll was \$2.6 billion, and accounted for 38.8 percent of total expenses. Purchased advertising of radio broadcasters in 1990 fell 6.6 percent from 1989.

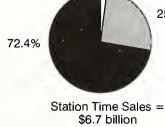
Network compensation revenue

National/regional advertising revenue

Figure 8. Radio and Television Broadcasting Services (SIC 483)—Estimated Station Time Sales, by Source: 1990







Note: These estimates are subject to sampling variability, however, measures of sampling variability have not been calculated.

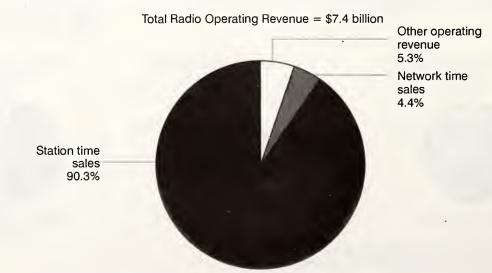
Table 7. Radio and Television Broadcasting Services (SIC 483)—Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990

	Tota	al broadcast	ing	Ra	dio (SIC 483	32)	Tele	vision (SIC 4	833)
Item	Millions o	f dollars	Percent change	Millions	of dollars	Percent change	Millions o	f dollars	Percent
	1990	1989	1990/1989	1990	1989	1990/1989	1990	1989	1990/1989
Operating Revenue									
Total	28,684	27,882	2.9	7,391	7,341	0.7	21,293	20,540	3.7
Station time sales	18,847	18,511	1.8	6,670	6,658	0.2	12,176	11,854	2.7
Network compensation	592	587	0.8	131	124	6.0	461	464	-0.6
National/regional advertising	7,090	6,868	3.2	1,712	1,687	1.5	5,378	5,181	3.8
Local advertising	11,164	11,056	1.0	4,827	4,847	-0.4	6,337	6,209	2.1
Network time sales	8,178	7,893	3.6	328	324	1.3	7,850	7,569	3.7
Other operating revenue	1,660	1,477	12.3	392	360	9.0	1,267	1,118	13.4
Operating Expenses									
Total	24,948	23,810	4.8	6,788	6,688	1.5	18,160	17,122	6.1
Annual payroll Employer contributions to Social Security and other supplemental	6,681	6,478	3.1	2,636	2,577	2.3	4,045	3,901	3.7
benefits	1,056	1,008	4.8	361	351	2.8	696	657	5.9
Broadcast rights	8,085	7,458	8.4	445	438	1.7	7,641	7,020	8.8
Music license fees	357	364	-1.8	152	151	0.7	205	212	-3.6
Network compensation fees	525	513	2.3	103	90	13.6	422	423	-0.1
Depreciation	1,372	1,377	-0.3	516	525	-1.7	856	852	0.5
Lease and rental	514	511	0.6	173	167	3.7	340	344	-0.9
Purchased repairs	249	244	2.0	86	84	3.0	163	160	1.5
Insurance	147	149	-1.4	69	70	-1.8	78	78	-1.0
Telephone and other purchased									
communication services	241	238	0.9	113	114	-1.0	128	124	2.8
Purchased utilities	255	250	2.1	98	95	3.0	157	155	1.6
Purchased advertising	951	963	-1.3	392	419	-6.6	559	544	2.8
Taxes	174	179	-3.0	61	62	-1.2	113	117	-3.9
Other operating expenses	4,341	4,079	6.4	1,582	1,544	2.5	2,758	2,535	8.8

Note: Table 8 provides estimated measures of sampling variability (coefficients of variation) for SIC 483, 4832, and 4833. Detail may not add to total due to rounding.

Figure 9.

Radio Broadcasting Services (SIC 4832)—Estimated Percentages of Revenue, by Source: 1990



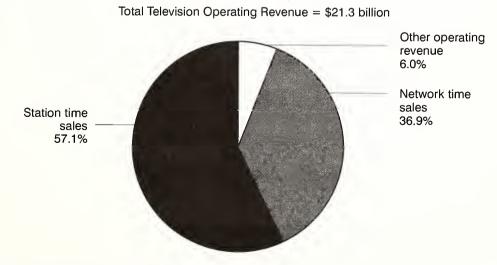
Note: See table 8 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 8. Radio and Television Broadcasting Services (SIC 483)—Coefficients of Variation for Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990

		al broadcast cients of var			dio (SIC 483 cients of vai		Television (SIC 4833) (Coefficients of variation)			
Item	Dollar v	olume	Year- to-	Dollar	olume/	Year-to- year ratio	Dollar volume		Year-to- year ratio	
	1990	1989	year ratio 1990/1989	1990	1989	1990/1989	1990	1989	1990/1989	
Operating Revenue				i.						
Total	1.8	1.7	0.7	3.5	3.6	0.8	2.1	1.9	1.0	
Station time sales	2.8	2.7	0.8	3.2	3.4	0.9	3.9	3.7	1.0	
Network compensation	8.0	7.8	1.1	6.0	6.4	3.7	10.1	9.7	1.1	
National/regional advertising	2.8	2.9	0.8	5.2	5.3	1.5	3.3	3.4	1.0	
Local advertising	3.2	3.0	0.8	3.5	3.8	1.0	4.9	4.4	1.3	
Network time sales	0.7	0.9	0.7	2.0	1.7	0.8	0.7	0.9	0.8	
Other operating revenue	16.9	17.5	2.7	18.7	19.7	2.6	21.3	22.3	3.5	
Operating Expenses										
Total	2.3	2.2	0.8	3.9	4.2	0.9	2.8	2.6	1.0	
Annual payroll Employer contributions to Social Security and other supplemental	2.7	2.5	0.8	2.8	3.1	0.7	4.0	3.6	1.2	
benefits	3.0	2.6	1.1	3.4	3.5	1.2	4.2	3.5	1.6	
Broadcast rights	3.4	3.8	1.1	19.8	21.4	1.9	3.4	3.8	1.	
Music license fees	2.7	2.8	1.0	3.6	3.7	1.8	3.9	4.0	1.	
Network compensation fees	4.4	3.1	2.0	20.8	16.1	4.9	2.1	1.5	2.	
Depreciation	4.9	4.6	1.7	8.2	8.2	3.2	6.1	5.4	2.	
Lease and rental	3.7	3.4	0.8	5.8	5.2	1.3	4.7	4.4	1.	
Purchased repairs	4.4	4.5	2.0	5.5	6.1	1.9	6.0	6.1	2.8	
Insurance	4.0	4.1	1.2	5.6	6.3	1.6	5.7	5.3	1.9	
Telephone and other purchased						-				
communication services	3.0	3.3	1.2	4.0	4.4	1.3	4.5	4.8	2.0	
Purchased utilities	6.2	6.2	0.9	4.8	5.3	1.4	9.6	9.5	1.	
Purchased advertising	2.6	2.9	2.0	5.4	5.6	1.8	2.2	2.7	3.2	
Taxes	3.9	3.6	2.4	5.2	5.4	1.8	5.4	4.7	3.9	
Other operating expenses	3.1	2.9	1.7	5.3	5.7	1.7	3.8	3.2	2.5	

Figure 10.

Television Broadcasting Services (SIC 4833)—Estimated Percentages of Revenue, by Source: 1990



Note: See table 8 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 9. Radio Broadcasting Services (SIC 4832)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

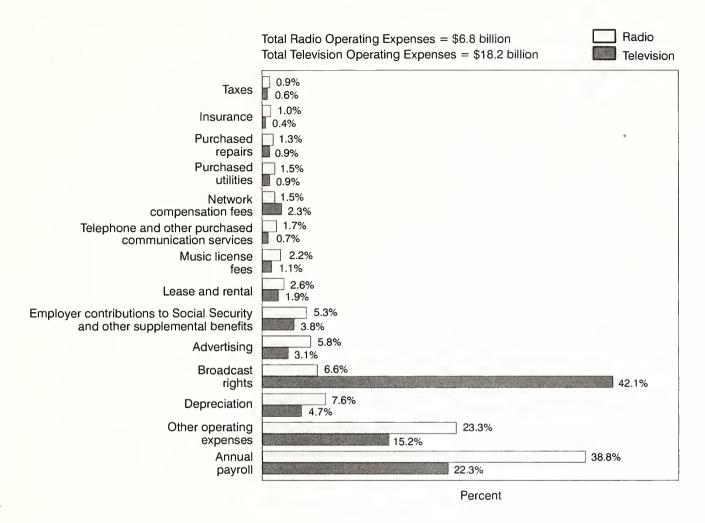
	Milliana of	dellers	Doroont	of total	(Coefficients o	f variation	
Item	Millions of	dollars	Percent	or total	Dollar volu	ıme	Percent of	total
	1990	1989	1990	1989	1990	1989	1990	1989
Operating Revenue								
Total	7,391	7,341	100.0	100.0	3.5	3.6	(X)	(X)
Station time sales	6,670	6,658	90.3	90.7	3.2	3.4	0.9	0.9
Network compensation	131	124	1.8	1.7	6.0	6.4	8.3	7.7
National/regional advertising	1,712	1,687	23.2	23.0	5.2	5.3	3.4	4.1
Local advertising	4,827	4,847	65.3	66.0	3.5	3.8	1.8	1.8
Network time sales	328	324	4.4	4.4	2.0	1.7	3.8	3.7
Other operating revenue	392	360	5.3	4.9	18.7	19.7	16.4	17.6
Operating Expenses								
Total	6,788	6,688	100.0	100.0	3.9	4.2	(X)	(X)
Annual payroll	2,636	2,577	38.8	38.5	2.8	3.1	2.3	2.3
benefits	361	351	5.3	5.3	3.4	3.5	2.1	2.0
State legislation	189	185	2.8	2.8	3.7	3.9	2.5	2.6
Other fringe benefit plans	171	166	2.5	2.5	3.6	3.6	2.5	2.4
Broadcast rights	445	438	6.6	6.5	19.8	21.4	17.6	19.2
Music license fees	152	151	2.2	2.3	3.6	3.7	3.0	2.6
	103	90	1.5		20.8	16.1	20.0	15.6
Network compensation fees				1.4				
Depreciation	516	525	7.6	7.9	8.2	8.2	7.2	6.9
Buildings, offices, and structures	114	130	1.7	1.9	8.7	10.4	8.1	9.0
Transmission systems	186	183	2.7	2.7	8.6	8.1	6.1	5.4
and other tangible assets	216	212	3.2	3.2	13.4	13.2	13.4	13.2
Lease and rental	173	167	2.6	2.5	5.8	5.2	3.6	3.0
Buildings, offices, and structures	114	112	1.7	1.7	5.9	6.2	3.0	3.4
Transmission systems	34	32	0.5	0.5	18.6	13.7	18.3	14.1
Vehicles, and other machinery and								
equipment	25	24	0.4	0.4	7.6	6.2	6.7	5.0
Purchased repairs	86	84	1.3	1.3	5.5	6.1	4.4	4.3
Buildings, offices, and structures	28	27	0.4	0.4	7.0	7.8	6.4	6.3
Transmission systems	33	32	0.5	0.5	8.7	7.8	7.9	6.6
equipment	25	25	0.4	0.4	5.7	5.9	4.8	4.3
Insurance	69	70	1.0	1.1	5.6	6.3	4.8	5.0
Telephone and other purchased	50	. •		,	5.5	5.5		0.0
communication services	113	. 114	1.7	1.7	4.0	4.4	3.3	2.9
Purchased utilities	98	95	1.5	1.4	4.8	5.3	3.1	2.9
Purchased advertising	392	419	5.8	6.3	5.4	5.6	3.3	3.3
Taxes	61	62	0.9	0.9	5.2	5.4	5.1	4.5
	1.582	1,544	23.3	23.1	5.3	5.7	2.7	3.1
Other operating expenses	1,562	1,544	23.3	23.1	5.3	5.7	2.1	3.1

X Not applicable.

Note: Detail may not add to total due to rounding.

Figure 11.

Radio and Television Broadcasting Services (SIC 483)—Estimated Percentages of Expenses, by Source: 1990



Note: See tables 9 and 10 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 10. Television Broadcasting Services (SIC 4833)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

ltem	Millions of dollars				Coefficients of variation				
			Percent o	total -	Dollar volume		Percent of total		
	1990	1989	1990	1989	1990	1989	1990	1989	
Operating Revenue									
Total	21,293	20,540	100.0	100.0	2.1	1.9	(X)	(X)	
Station time sales	12,176	11,854	57.1	57.7	3.9	3.7	2.5	2.4	
Network compensation	461	464	2.2	2.3	10.1	9.7	9.5	9.2	
National/regional advertising	5,378	5,181	25.3	25.2	3.3	3.4	2.2	2.4	
Local advertising	6,337	6,209	29.8	30.2	4.9	4.4	3.5	3.2	
Network time sales	7,850	7,569	36.9	36.9	0.7	0.9	2.1	1.9	
Other operating revenue	1,267	1,118	6.0	5.4	21.3	22.3	21.0	22.2	
Operating Expenses									
Total	18,160	17,122	100.0	100.0	2.8	2.6	(X)	(X	
Annual payroll Employer contributions to Social Security and other supplemental	4,045	3,901	22.3	22.8	4.0	3.6	2.0	1.8	
benefits	696	657	3.8	3.8	4.2	3.5	2.3	1.9	
State legislation	288	271	1.6	1.6	4.9	4.0	3.1	2.5	
Other fringe benefit plans	407	386	2.2	2.3	3.9	3.4	2.2	1.9	
Broadcast rights	7,641	7,020	42.1	41.0	3.4	3.8	2.5	2.4	
Music license fees	205	212	1.1	1.2	3.9	4.0	3.2	3.	
Network compensation fees	422	423	2.3	2.5	2.1	1.5	3.4	2.9	
Depreciation	856	852	4.7	5.0	6.1	5.4	5.1	4.5	
Buildings, offices, and structures	118	118	0.7	0.7	7.6	6.9	7.4	6.	
Transmission systems	421	406	2.3	2.4	7.0	6.4	6.6	6.0	
and other tangible assets	317	328	1.8	1.9	8.1	7.6	6.7	6.0	
Lease and rental	340	344	1.9	2.0	4.7	4.4	3.0	2.9	
Buildings, offices, and structures	137	136	0.8	0.8	8.8	7.6	7.6	6.	
Transmission systems	115	120	0.6	0.7	3.7	3.5	3.0	2.	
equipment	88	87	0.5	0.5	7.4	7.4	6.3	6.	
Purchased repairs	163	160	0.9	0.9	6.0	6.1	4.4	4.3	
Buildings, offices, and structures	60	58	0.3	0.3	5.3	4.4	4.4	3.6	
Transmission systems	37	36	0.3	0.2	9.9	10.9	9.1	10.3	
Vehicles, and other machinery and									
equipment	65	66	0.4	0.4	8.0	9.9	6.4	8.2	
Insurance Telephone and other purchased	78	78	0.4	0.5	5.7	5.3	3.9	3.9	
communication services	128	124	0.7	0.7	4.5	4.8	2.8	3.4	
Purchased utilities	157	155	0.9	0.9	9.6	9.5	8.7	8.8	
Purchased advertising	559	544	3.1	3.2	2.2	2.7	1.7	3.8	
Taxes	113	117	0.6	0.7	5.4	4.7	4.0	4.4	
Other operating expenses	2,758	2,535	15.2	14.8	3.8	3.2	2.5	3.2	

X Not applicable.

Note: Detail may not add to total due to rounding.

CABLE AND OTHER PAY TELEVISION SERVICES, TELEGRAPH, AND OTHER COMMUNICATION SERVICES

SUMMARY OF DATA

Revenue for cable and other pay television services, telegraph, and other communication services (SIC 4821 + 4899) totaled \$27.0 billion in 1990, and increased 12.3 percent (± 2.0 percent) from 1989.

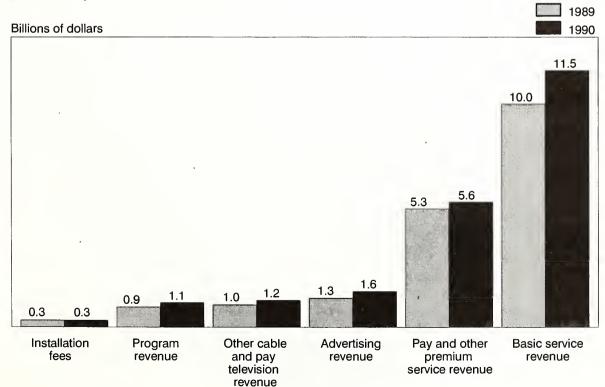
Revenue for cable and other pay television services (SIC 4899 pt.) rose 13.7 percent (\pm 2.4 percent) from 1989 to \$21.3 billion in 1990. Subscription fees for providing basic services accounted for 53.9 percent of 1990 cable and other pay television revenue and increased 14.3 percent from 1989. Pay and other premium service revenue in 1990 was up 6.8 percent from the previous year.

Revenue for providing programming services was \$1.1 billion in 1990, up 28.2 percent from 1989. Advertising revenue in 1990 jumped 27.7 percent from the previous year.

Total operating expenses for cable and other pay television services, telegraph, and other communication services were \$21.9 billion, up 12.4 percent (\pm 1.9 percent) from the previous year. Annual payroll in 1990 was \$3.8 billion, accounted for 17.5 percent (\pm 1.4 percent) of total expenses, and rose 8.6 percent from 1989. Depreciation comprised 21.1 percent of total expenses in 1990 and increased 11.7 percent from the previous year.

Figure 12.

Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Revenue, by Source: 1989 and 1990



Note: See table 11 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.

Table 11. Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Operating Revenue and Coefficients of Variation: 1989 and 1990

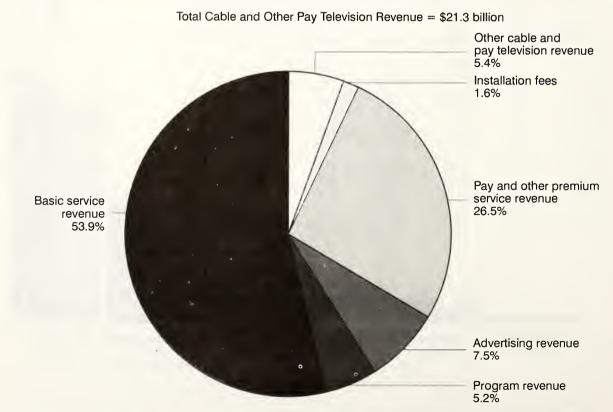
ltem	Millions of dollars		•	Percent of total		Coefficients of variation					
			Percent			Dollar volume		Year-to-	Percent of total		
	1990	1989	change 1990/1989	1990	1989	1990	1989	year ratio - 1990/1989	1990	1989	
Operating Revenue							,				
Total cable and other pay television revenue	21,309	18,739	13.7	100.0	100.0	3.9	2.9	1.3	(X)	(X)	
Advertising	1,602 1,103 11,475 5,643 330	1,254 861 10,042 5,284 298	27.7 28.2 14.3 6.8 10.9	7.5 5.2 53.9 26.5	6.7 4.6 53.6 28.2	2.3 2.9 4.6 3.7 6.0	1.9 2.8 3.6 2.7 5.9	0.7 0.6 1.5 1.4 1.0	2.9 4.1 0.9 1.1 2.8	2.2 3.6 0.7 1.1 3.9	
Other cable and pay television revenue	1,156	1,000	15.6	5.4	5.3	4.5	3.4	1.6	1.9	1.9	

X Not applicable.

Note: Cable and other pay television services include establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Detail may not add to total due to rounding.

Figure 13.

Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Percentages of Revenue, by Source: 1990



Note: See table 11 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

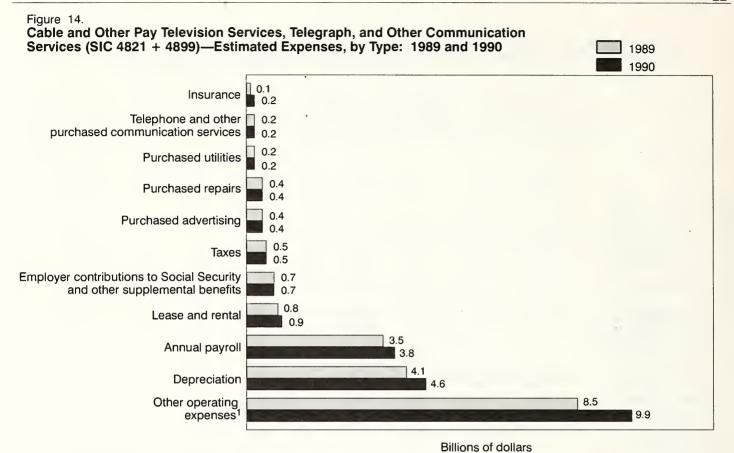
Table 12. Cable and Other Pay Television Services, Telegraph, and Other Communication Services (SIC 4821 + 4899)—Estimated Operating Expenses and Coefficients of Variation: 1989 and 1990

ltem	Millions of dollars			Percent of total		Coefficients of variation					
			Percent			Dollar volume		Year-to-	Percent of total		
	1990	1989	change 1990/1989	1990	1989	1990	1989	year ratio 1990/1989	1990	1989	
Operating Expenses											
Total	21,892	19,480	12.4	100.0	100.0	3.4	2.8	1.0	(X)	(X)	
Annual payroll Employer contributions to Social Security and other	3,832	3,529	8.6	17.5	18.1	4.2	3.9	0.8	2.6	2.3	
supplemental benefits Plans required under Federal	742	667	11.2	3.4	3.4	3.6	3.3	0.8	1.5	1.4	
and State legislation	329	304	8.0	1.5	1.6	5.0	5.1	1.0	3.2	3.7	
Other fringe benefit plans	413	363	14.0	1.9	1.9	3.4	2.8	0.9	1.8	1.6	
Depreciation	4,623	4,139	11.7	21.1	21.3	5.5	4.0	1.8	3.3	2.4	
structures	466	418	11.7	2.1	2.1	3.9	3.5	0.8	3.1	2.6	
Transmission systems Vehicles, machinery and equipment, and other tangible	3,285	2,851	·15.2	15.0	14.6	6.6	4.8	2.1	4.7	3.6	
assets	872	870	0.2	4.0	4.5	5.7	4.5	1.7	3.5	2.8	
Lease and rental	867	844	2.8	4.0	4.3	5.8	3.7	2.8	4.9	3.7	
structures	254	242	5.1	1.2	1.2	6.2	5.9	1.1	5.0	5.1	
Transmission systems Vehicles, and other machinery	534	539	-0.8	2.4	2.8	6.7	4.2	4.3	6.1	4.8	
and equipment	79	63	24.5	0.4	0.3	4.1	4.2	1.1	3.4	3.8	
Purchased repairs	420	386	8.9	1.9	2.0	3.4	3.0	1.4	1.3	1.4	
structures	42	36	17.4	0.2	0.2	4.2	3.6	1.9	2.6	2.8	
Transmission systems Vehicles, and other machinery	231	225	3.0	1.1	1.2	3.1	2.7	1.4	2.2	2.4	
and equipment	146	125	17.0	0.7	0.6	5.5	7.1	3.2	3.5	5.8	
Insurance Telephone and other purchased	157	140	11.6	0.7	0.7	11.2	7.2	4.5	9.7	5.9	
communication services	206	184	12.1	0.9	0.9	4.9	3.5	2.4	5.1	3.7	
Purchased utilities	213	193	10.2	1.0	1.0	5.4	4.0	1.6	3.0	2.2	
Purchased advertising	444	418	6.2	2.0	2.1	3.3	2.9	1.5	2.4	2.4	
Taxes	533	477	11.7	2.4	2.5	4.9	4.0	1.7	3.4	2.7	
Other operating expenses ¹	9,856	8,503	15.9	45.0	43.7	3.3	2.9	1.0	1.4	1.3	

X Not applicable.

¹Other operating expenses include program service costs, including basic cable, pay or premium television, local origination programs, and other program and production costs.

Note: Detail may not add to total due to rounding.



¹Other operating expenses include program service costs, including basic cable, pay or premium television, local origination programs, and other program and production costs.

Note: See table 12 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.

APPENDIX A. EXPLANATORY MATERIAL

DEFINITION OF TERMS

Firm. A firm is a business organization or entity consisting of one or more domestic establishments/locations under common ownership or control.

Federal income tax status. Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

OPERATING REVENUE

Charges or billings for services rendered and any sales of merchandise during 1989 or 1990, even though payments may have been received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

Telephone Services

Local service revenue. Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting.

Long-distance service revenue. Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

Network access revenue. Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network.

Cellular and other radiotelephone revenue. Revenue for cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services.

Directory advertising revenue. Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements.

Other operating revenue. Includes revenue from the sale or lease of communication equipment (the fair-sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

Radio and Television Broadcasting

Network compensation. Revenue from the sale of station time to networks. Excludes compensation paid to stations owned by the network.

National/regional advertising revenue. Revenue from the sale of station time to national and regional advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Local advertising revenue. Revenue from the sale of station time to local advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Advertising revenue (networks only). Network revenue from advertising sales. Commissions paid to agency representatives and brokers are excluded.

Other operating revenue. Includes revenue for the use of talent services; technical facilities; management fees; from the production and/or distribution of programs, except when the production/distribution is provided by separate establishments of the company. Also includes satellite truck rental revenue. Excludes tower rental revenue.

Cable Television and Other Services

Advertising revenue. Revenue from the sale of time to national, regional, and local advertisers or sponsors, classified channels, and program guides and other printed material. Commissions paid to agency representatives and brokers are excluded.

Program revenue. Revenue received from system operators and other customers for programming services.

Basic revenue. Subscription fees from residential and commercial customers for basic services.

Pay and other premium service revenue. Revenue from pay-per-view and other premium services, such as movie channels.

Installation fees. Revenue from the installation of basic, pay-per-view, and other premium services. Includes all reconnect fees.

Other cable and pay TV revenue. Revenue for all other cable and pay television revenue, such as service charges, rental or lease of channel capacity, etc. Includes system operator's revenue from shop-at-home programs.

Telegraph and other message communication revenue. Revenue from telegraph and other message communications, such as electronic mail, facsimile transmissions, telegram and telex, and paging services.

Other communication service revenue. Revenue for all other point-to-point communication services, including satellite communications and radar station operations.

OPERATING EXPENSES

Costs incurred during 1989 and 1990 even though payments may have been made at a later date. Excludes interest expense and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

Annual payroll. All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses,

it does not include payments to proprietors or partners. Annual payroll is reported before employee deductions for Social Security, withholding taxes, insurance, union dues, etc.

Employer contributions for Social Security and other supplemental labor benefits. The employer's cost for all legally required and voluntary employee fringe benefit programs, including employer's Social Security contributions, unemployment compensation, worker's life and health insurance premiums, pension plans, stock purchases for employees, etc.

Access charges (telephone firms only). Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating in the United States.

Broadcast rights (radio and television broadcasting firms only). The cost of broadcast rights to feature films, syndicated programming, sport events, etc.

Music license fees (radio and television broadcasting firms only). The cost of music license fees payable to music licensing organizations.

Network compensation fees (radio and television networks only). The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

Program and production costs (cable television firms only). The costs for providing basic cable services, pay or premium television services, local origination programs, talent fees, music license fees, the value of bartered programming, and all other costs of programming production.

Depreciation. Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others under an operating lease agreement, and assets obtained through capital lease agreements. Excludes depreciation on intangible assets and assets leased to others under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacements purposes.

Buildings, offices, and structures. Depreciation charges on buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Depreciation charges on communication systems, including switching equipment, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Depreciation charges on transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment, and other tangible assets. Depreciation charges on vehicles, machinery and equipment, and other tangible assets.

Lease and rental. Payments made to other companies for the rental and leasing of assets owned by them. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

Buildings, offices, and structures. Payments made to other companies for the rental or leasing of buildings, offices, and structures (except those included as part of communication or transmission systems defined below) under an operating lease.

Communication systems (telephone firms only). Payments made to other companies for the rental or leasing of communication systems including, switching equipment, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Payments made to other companies for the rental or leasing of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the rental or leasing of vehicles and other machinery and equipment.

Purchased repairs. Payments made to other companies for repairs. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

Buildings, offices, and structures. Payments made to other companies for the repairs (including charges for parts and labor) to buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Payments made to other companies for the repair of communication systems, including switching equipment, radio systems, terminal equipment, poles, cables, etc.

Transmission systems (except telephone firms). Payments made to other companies for the repair of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the repair of vehicles and other machinery and equipment.

Insurance. The cost of all commercial insurance used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Also includes premiums on fidelity bonds of employees, insurance to protect against liability for deaths or injuries of persons, and damages to property of others.

Telephone and other purchased communication services. The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc.

Purchased utilities. The cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

Purchased advertising. The cost of purchased advertising including payments for printing, media, and other services and materials used for advertising.

Taxes. The cost of taxes, including real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments, including FCC license fees. Excludes income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Other operating expenses. All other operating expenses not reported above, including news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements.

SAMPLE DESIGN

The Annual Survey of Communication Services is based on a probability sample, selected from employers contained on the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes all employer businesses that make Social Security payments for employees under the Federal Insurance Contributions Act (FICA). The sample is updated quarterly to account for new

employer businesses (births) and employers which go out of business (deaths). The sample was originally drawn from establishments on the SSEL as of December 31, 1984. The SSEL consisted of two lists. One list was composed of all Employer Identification (EI) numbers for businesses with reported payroll for at least one quarter of 1984. The EI number is the primary taxpayer identifier used by employer business firms. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1984. These lists contained information on sales or receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made using files from the 1983 SSEL. This study determined the stratification of the sampling units based on payroll and kind of business, and the optimal allocation of the sample necessary to meet specified sampling variability objectives for revenue of different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it often determined the type of sampling unit.

The sampling units consist of both companies and El's. If a company had total revenue (estimated from payroll) above the corresponding cutoff for its major kind of business, or total revenue for any minor kind of business above the corresponding cutoff for the minor kind of business, the company was selected into the sample with certainty. The company, which might consist of many El's, was then the sampling unit; therefore, any new establishments that the company might acquire, even if under new or different El's, were in the sample with certainty. The El was the sampling unit for all single-establishment companies, whether or not selected with certainty. All multiestablishment companies not selected with certainty were treated on an El basis; that is, the El was the sampling unit.

To be eligible for the initial sampling, an El had to be active, (i.e., had payroll in 1984 and was on the latest available Internal Revenue Service (IRS) active mailing list for FICA taxpayers). The El's were then stratified according to their major kind of business and their estimated revenue. Within each stratum, a simple random sample of El's was selected. The sampling rates for these strata varied between 1 in 3 and 1 in 272.

For all EI "births" after the initial selection, a two-phase selection procedure is used. EI births are new EI's recently assigned by the IRS and on the latest available IRS mailing list for FICA taxpayers. In the first phase, births are arranged by kind-of-business and size (expected employment or quarterly payroll). A relatively large sample is then drawn and canvassed in order to obtain a more reliable measure of size (revenue of two recent months) and to correct or obtain a more detailed kind-of-business code, if needed

Using this more reliable information, the births selected in phase one are subjected to probability proportional-tosize sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1984 SSEL. Because of the lag in identifying births and the time needed to accomplish the two-phase birth selection procedure, births are actually added to the sample on an average of 12 to 18 months after they begin operation. The birth selection procedure is carried out quarterly.

To be eligible for the sample canvass and tabulation, a business must meet both of the following requirements:

- a. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.
- b. It must have been selected from either the SSEL or the file of employer births.

In the case of businesses that were selected into the sample with certainty, the first requirement is changed. These sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey.

In order to account for births during the period between the onset of activity and the time of birth selection, the imputation procedure estimates a full year of data for all cases which go out of business but which are still active on the IRS mailing list.

ESTIMATION

Annual estimates of revenue and expenses from the Annual Survey of Communication Services are based upon the summation of weighted data reported by the sampling units in the survey. The assigned weights of the sampling units are the inverse of the probability of selection (or sampling rate).

RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the

probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year changes are also provided.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 is \$10,750 million for a particular year and that the coefficient of variation for this estimate, as given in table 8 is 1.8 percent, or 0.018. Multiplying \$10,750 million by 0.018 yields \$194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67-percent) of the intervals would contain the figure

obtained from a complete enumeration. Typical practice is to construct a 90 or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 million to \$11,070 million (\$10,750 million plus or minus \$320 million. The \$320 million is computed by multiplying \$10,750 million by 0.018 by 1.65).

Some comparisons appearing in the introduction under Summary of Data are accompanied by a 90-percent confidence interval. Thus, a statement such as "up 0.8 percent (\pm 1.3 percent)" indicates a 90-percent confidence interval from -0.5 to + 2.1. When the confidence interval contains zero (as in this example), it is uncertain whether there is actually an increase or decrease.

NONSAMPLING ERRORS

As calculated for this report, the coefficient of variation measures sampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 4 percent of the national revenue estimates.



Appendix B. Kind-of-Business Classification

The communication industries included in this report are classified in accordance with the 1972 edition of the *Standard Industrial Classification Manual*, and the 1977 supplement, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. The following is a description of each kind-of-business classification presented in this report.

COMMUNICATION SERVICES (SIC MAJOR GROUP 48)

Establishments furnishing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually; and radio and television broadcasting. Also included are services for the exchange or recording of messages.

Telephone Communication (Wire or Radio) (SIC 4811)

Establishments primarily engaged in furnishing telephone communication service providing voice or data communications. Transmissions can be via wireline, optical fiber, coaxial cable, microwave, or satellite. Includes common carrier furnishing domestic local and long-distance services and international services, specialized long-distance carriers, and resellers of these services.

Establishments primarily engaged in advertising sales related to publishing activities for other establishments of the same enterprise also were included.

Telegraph Communication (Wire or Radio) (SIC 4821)

Establishments primarily engaged in furnishing telegraphic communication service by transmitting nonvocal record communications intended for receipt by designated persons.

Radio Broadcasting (SIC 4832)

Stations primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations, as well as, stations engaged in the sale of time for broadcast purposes and the furnishing of program material or service.

Television Broadcasting (SIC 4833)

Stations primarily engaged in broadcasting visual programs to the public. Included in this industry are commercial, religious, educational, and other television stations, as well as, stations engaged in the sale of time for broadcast purposes and the furnishing of program material or service.

Communication Services, Not Elsewhere Classified (SIC 4899)

Establishments primarily engaged in providing point-topoint communication services which do not fall within the scope of either Industry 4811 or 4821.

Cable and Other Pay Television Services (SIC 4899 pt.)

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis.



Appendix C. Report Forms



B-516

OMB No. 0607-0706: Approval Expires 12/31/91

FORM B-516

-516 U.S DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

1990 ANNUAL SURVEY OF COMMUNICATION SERVICES

TELEPHONE

PENALTY FOR FAILURE TO REPORT DUE DATE: 30 DAYS AFTER RECEIPT OF FORM

NOTICE — Response to this inquiry Is required by lew (title 13, U.S. Code). By the seme law, your report to the Census Bureau is confidentiel. It may be seen only by sworn Census employees end may be used only for statistical purposes. The lew also provides that copies retained in your files are Immune from level process.

Please complete this form and RETURN TO BUREAU OF THE CENSUS PO Box 4039 Jeffersonville, IN 47131-4039

Please read ell instructions carefully before completing your report, including the survey coverege end reporting instructions on pege 4 of this form. If book figures are not available, carefully prepered estimates ere ecceptable.

Public reporting burden for this collection of information is estimated to average 8 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Management Services, Paperwork Reduction Project 0607-0706, Room 2027, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.

PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

(Please correct any error in name, address, and ZIP Code)

In correspondence perteining to this report, please refer to the IDENTIFICATION Number shown below.

100 CENSUS USE

NUMBER OF LOCATIONS		Key		1990 N	umber		Key	Charles and the	1989 N	lumber	
Enter the total number of telephone communica operated by this company as of December 31, 1 location is defined as an esteblishment with paid	990 and 1989. A	601					651				
NOTE — Exclude revenue collected on	Estimetes ere eccepteble if book	Key		198	0		Kay	1	19	89	
behelf of enother compeny. Do not deduct ellowences for uncollectable eccounts.	figures ere not evelleble.	code	Bil.	Mil.	Thou.		code	Bil.	Mil.	Thou.	C
Line A — Report local service revenue (regulated and nonregulated), including		P	18			1	1	- Control			

Line A — Report local service revenue (regulated and nonregulated), including extended area revenue. Include local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as, directory assistance, touch-tone line services, call forwarding, and call waiting. Cellular and other mobile services revenue should be reported in line D.

Line B — Report revenue derived from message services that terminate beyond the basic service area. Include message services that utilize the public long-distance switching network end the basic subscriber access line. Also include any charges for operator assistance or special billings directly related to these calls.

Line C — Report revenue from providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network.

Line D — Report revenue from cellular and general radio telecommunications systems, including radio paging, mobile dispatching, and signaling services. Instelletion fees and the sele of equipment should be reported in line F.

Line E — Report revenue derived from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Report other directory revenue (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in line F.

Unisted telephone humbers, etc.) In line F.

Line F - Report all other operating revenue including revenue from the sale or lease of communication equipment (include fair sales value of merchandise marketed in 1989 or 1990 under capital, finance, or "full payout" leases). Also include revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenence ectivities for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other then advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement. Include sales of merchandise and equipment Exclude the sale of merchandise and equipment from retail establishments. Also exclude sales or other taxes collected from customers end paid directly to e taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc. NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line G, indicete the sources of revenue in the "Remarks" section on page 4.

eccepteble if book	Key		198	0		Kay	N. T.	19	89	
evelleble.	code	Bill	Mil.	Thou.	Døl.	code	Bil.	Mil.	Thou.	Dol.
A. Local service revenue	602					652	Service .			
B. Long-distance service revenue	603		7/2			653				
C. Network access revenue	604					654				
D. Cellular and other radio telephone revenue	605					655				
E. Directory advertising revenue	606					656				
F. All other operating revenue	607					657				
G. TOTAL OPERATING REVENUE	608					658				

Line G - Report the sum of lines A through F.

ITEM 3 ANALYSIS OF TELEPHONE COMMUNICATIONS 1990 PERCENT REVENUE Parcentaga of local service Percentage of long-distance service revanua Parcentage of natwork access ravanua Line A - Report in lines A(1) and A(2) the Key percentage of local service, long-distance code percentage of local service, long-distance service, and network access revenue (reported in items 2A, 2B, and 2C respectively) by type of customer. NOTE — The sum of lines A(1) end A(2) should equel 100 percent. A. Type of customer (1) Rasidential 609 % 611 % 613 % customers Line B - Report in lines B(1) and B(2) respectively, the percentage of total long-distance service revenue (reported in item 2B) from providing intrastate and interstate services NOTE — The sum of lines B(1) (2) All other % 610 612 % % 614 end B(2) should equel 100 percent. TOTAL 100% 100% 100% B. Percentage of long-distance service revenue from: Key code Line C - Report in lines C(1) and C(2) 1990 PERCENT respectively, the percentage of total network access revenue (reported in item 2C) from providing intrastate and interstate services NOTE — The sum of lines C(1) end C(2) should equal 100 percent. 615 (1) Intrastata service % Line O — Firms providing celluler end other redio telephone services: Report in lines D(1) through D(5) respectively, the percentage of cellular and other radio telephone revenue (reported in item 2D) from the sale of air time; basic and other (2) Interstate service 616 % 100% TOTAL C. Percentage of network eccess revanua from: services, such as call waiting, and voice mail; long-distance services; intarcarrier nonhome-subscriber traffic services (roaming chargas); and all other sources, (1) Intrastate service 617 % such as radio paging, mobile dispatching, and signaling services. NOTE — The sum of lines D(1) through D(5) should equel 100 percent. 618 % (2) Interstate service TOTAL 100% D. Percentage of callular and other radio talaphona (1) Air time 619 % (2) Basic service 620 % (3) Long-distance sarviça 621 % (4) Roaming charges 622 % (5) All other 623 % 100% TOTAL PAYROLL AND OPERATING EXPENSES Estimetes ere eccepteble if book 1990 1969 Kev OPERATING EXPENSES Line A — Report the gross samings paid in calendar years 1990 and 1989 to employees prior to such deductions as amployees 'Social Sacurity contributions, withholding taxes, group insurance premiums, union dues, savings bonds, atc. lidude all wages, salaries, commissions, dismissal pay, paid bonusas, vacation and sick leave pay, and the cash aquivalent of compensation paid in kind. If a corporation, include salaries of officars; if an unincorporated concern, exclude payments to propriators or partners. figures are not Mil. Thou. Bil. Dol. Bil. Mil. Thou. Dol. evelleble. A. Annual payroll 627 677 B. Employer contributions to amployaa benefit plans (1) Plans raquirad undar Fedaral and Stata payments to propriators or partners. Line B - Raport in lina B(1) amployer's cost lagislation 628 676 for lagally raquirad programs, such as Social Security, worker's compansation insurance, unemployment tax, and State disability insuranca programs. Raport in lina B(2) (2) Other frings benefit plans (including madical and life amployar's cost for programs not required by law, such as pension plans, stock purchase plans, union-nagotiated benefits, life insurance benefits, and insurance premiums on hospital and madical plans. Estimates are insuranca) 629 679 accaptable if book figures are not available C. Accass chargas 630 680 Line C — Raport payments to local axchanga carriars for access to their natworks. Also D. Dapraciation and amortization charges include fees for lessed facilities. Firms (1) Buildings, offices, and structures providing cellular phone servica, raport interconnection fees hara. Line D — Raport in line D(1) the amount of depractation and amortization charges against buildings, offices, and structures owned by your firm. Raport in line D(2) the amount of depractation on communication systems (optical fiber, digital and/or microwave switching, satellite transmission, etc.). Report in line D(3) the amount of depreciation and amortization charges. 631 661 (2) Communication 632 662 systams (3) Vahiclaa, machinary and aquipment, and other tangible dapraciation and amortization chargas against other dapraciable assets owned by your firm. Include dapreciation on essets 663 633 assats your firm. Include daprecietion on essets ranted or leased to others by you under an operating lease agreement. Include daprecietion on essets owned end used by your firm within leaseholds, and essets obtained through capital lease egreements. Exclude depreciation on intangible essets and essets leased to others by you under e capitel lease egreement. Do not edjust for the value of depreciable essets sold or traded for raplacement purposes.

ITEM 4 PAYROLL AND OPERATING EXPENSES — Continued Estimetes ere acceptable if book figures are not eveilable. 1990 1989 code code Thou Dol Bil. Thou Dol Ril Mil Mil Line E — Report in line E(1) the cost of renting or leasing buildings, offices, and structures. Report in line E(2) the cost of renting or lessing communication systems (optical fiber, digital end/or microwave switching, setellite trensmissions, etc.). Report in line E(3) the cost of renting or E. Lease and rentel costs leesing vehicles and other mechinery end equipment. Exclude payments by your firm to the perent company or orgenization, or any of its subsidiaries for use of assets (1) Buildings, offices, and structures owned by them; and installment peyments for assets obtained through capital lease 634 684 agreements. **Line F** — Report in line F(1) the cost of purchesed repairs (including charges for parts and labor) to buildings, offices, end structures. Report in line F(2) the cost of purchased repeirs to communication systems (opticel fiber, digital and microwave switching schellite transmissions etc.) (2) Communication systems 635 685 switching, satellite transmissions, etc.). (3) Vehicles, and other machinery Report in line F(3) purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as 838 686 and equipment F. Cost of purchased part of a leese or rental egreement, improvements for which depreciation improvements for which depreciation accounts are mainteined, and repeirs performed by employees of your company and its subsidiaries. (1) Buildings, offices, and 637 Line G — Report the net cost (premiums less dividends or refunds) of ell commercial structures 687 dividends or refunds) of ell commercial insurence, including their used to protect the company against losses or demages to buildings, structures, and machinery end equipment caused by fire, flood, wind, boiler explosion, or any other ceuse. Include premiums on fidelity bonds of employees, and insurence to protect egainst liability for deaths or injuries of nessons (other than (2) Communication systems 638 688 deaths or injuries of persons (other than (3) Vehicles, and other machinery employees) and demages to property of 689 639 and equipment Line H — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, G. Cost of insurance (net) telegraph, teletype, etc. 640 690 Line I - Report the cost of purchased H. Cost of telephone and other purchased communication utilities, including the cost of purchased electricity, end purchased fuels consumed for heat, power or generating electricity. Include water, sawer, and refuse removel. Exclude the cost of these utility services if included as part of a lease or rental agreement. 691 services I. Cost of purchased Line J — Report the cost of purchesed advertising, including payments to other firms for printing, media, and other services and materials used for advertising. Also include the cost of telemerketing services. 642 892 J. Cost of purchased 843 693 advertising Line K - Report the cost of texes and Line K — Report the cost of texes and licenses, including business license fees, real and personal property taxes (such es taxes on reel estete, motor vehicles, machinery, equipment, and inventories), and special essessments. Exclude income, sales, peyroll, excise texes, and other texes collected from customers and peid to local, Stete, or Federel government egencies. K. Taxes 644 694 Line L - Report gross interest expenses. Interest expenses 646 695 (gross) **Line M** — Report other operating expenses, not reported in lines A through L, including billing services, travel expenses, eccounting and legal fees, dues and subscriptions, M. Other operating office supplies, and deta processing expenses. Include the cost of computer software purchesed under licensing expenses 646 898 agreements. **Line N** — Report the sum of lines A through M. N. TOTAL OPERATING EXPENSES 697 647 ITEM 5 REPORT PERIOD 1989 1990 code If the figures reported in items 2, 3, end 4 ere for e period other then Jenuary 1 through December 31, pleese enter the beginning end ending detes. Month Month Day Year Dev Year FROM 648 898 849 699 **CONTINUE WITH ITEM 6 ON PAGE 4**

ITEM 6	ORGANIZATIONAL STATUS — describes this company during 199		NE box	which best							
o Corp 1 Indiv 2 Parti	oration idual proprietorship	_	rnmenta	il – Specify –		9 Other —	Specify	' ¥			_
ITEM 7	OWNERSHIP OR CONTROL										
A. Does anot	her company own more than	Name of own	ning or c	ontrolling comp	any						
50 percen the power	t of the voting stock or have to control the management es of this company?	Number and	street								
. 🗆 vas		City, State, a	ind ZIP C	ode							
	- Continue with item 78									,,,	
					El Number —		.	-			,
	mpany acquire or merge with mpany in 1990 or 1989?	Name of com	ipany ac	quired or merg	ed with						
1 🗌 Yes		Number and	street								
	- Continue with item 8	City, State, a	ind ZIP C	Code		-					
		Date of merg	jer n →	Month	Year	El Number →		<u> </u>			
				Y COVERAGE							
commun commun fiber, co commun fiber, co common distance long dist Please rea This will s • Report activitie • For loca only for compar • Report year rec will be a note, hi preferal • Regulat basis.	data for the calendar years 1990 and ords are not available, date for the la occepted. Indicate the period covered wever, that estimates for the calend ole to book figures covering a different ed common carriers, report data on a	r date relative potical neludes do long specialized services. REP ms in this repoores pondence aged in the relative portion of the portion o	dar dar ase	furnishing central ad providing If your ac describe If book I	supporting series of maintenance as tivitles do not your kind of b ONS of securities	nual payroll are Federal Tax Retu lars (omit cents) available, carefu in items where	Also em francilicense incurred been mil from control	cation auses, an innery ar I by this rks" se exclude hise locations during hade at a ustome as ury Fo	activities and equipment of the equipmen	s, such plishmer proment. y, please efform and late. paid don the late.	as nts
rendere even th Exclud and nor	rating revenue, report all charges or to d and any sales of merchandise durir ough payment may have been receive a revenue collected on behelf of e coperating revenue such as income for To reduce the need for costly telep	ng 1990 and 19 ed at a later da nother compe rom investment	989, te. ony ts,	Revenue should be include	e prorated acc the amounts a	services provide ording to the se pplicable to the	rvice ac report p	compli	tual bas shed. ((is Only	
ITEM 8	CERTIFICATION — This report is on to contact regarding this report			and has been p		ordance with in:	To	elephon	ie .	Exter	nsior
Signature of a	uthorized person		Title			1	Date			1	

FORM B-518

U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

1990 **ANNUAL SURVEY OF** COMMUNICATION SERVICES

RADIO AND TELEVISION BROADCASTING

PENALTY FOR FAILURE TO REPORT DUE DATE: 30 DAYS AFTER RECEIPT OF FORM

NOTICE — Response to this inquiry is required by lew (title 13, U.S. Code). By the seme lew, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees end mey be used only for statistical purposes. The lew also provides that copies reteined in your files are Immune from legal process.

Please complete this form and RETURN TO

BUREAU OF THE CENSUS PO Box 4039 Jeffersonvills, IN 47131-4039

Plassa read all instructions cerefully before completing your report, including the survey coverage and reporting instructions on page 4 of this form. If book figuree ere not eveilable, cerafully praparad estimates ere ecceptable.

Public reporting burden for this collection of information is estimated to average 5 hours per response, including the time for essembling data from existing records and completing the form. Send comments regerding this burden estimate or eny other espect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Menegement Services, Paperwork Reduction Project 0607-0706, Room 2027, Bureau of the Census, Weshington, DC 20233-0001; and to the Office of Menegement and Budget, Peperwork Reduction Project 0607-0706, Weshington, DC 20503.

PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE

In correspondence perteining to this report, please refer to the IDENTIFICATION Number shown below.

100	CENSUS USE	
1 🗆 8	4 2 T	

NUMBER OF BROADCASTING LOCATIONS Enter the total number of broedcasting locations operated by this company as of Dacamber 31, 1990 end 1989. A location is defined as en establishment with peid compeny personnal. Key Key code 1989 Number 1990 Number Enter the total number of -701 751 A. Radio stetions covarad by this report. 752 B. Talavision stetions covered by this report. 702 703 753 C. Other broadcasting locations covered by this report D. TOTAL NUMBER OF BROADCASTING LOCATIONS Sum of lines A through C 601 651 TAX STATUS 1 Yes - Continue with item 2B $_2\square$ No - SKIP to item 3 A. Is this firm or organization operated on a not-for-profit basis?

B. Was ell or pert of the income of this firm or or Federal income taxes under section 501 or 52 Revenue Code? TIEM 3 REVENUE

Please complete lines A through J. Enter "O" In Items where applicable. Please do not combine data for two or more detail lines. STATION TIME SALES

Lina A - Report the sale of stetion time to networks.

Line B — Report the sele of station time to netionel and regionel advertisers or sponsors. Include trede-outs and berter, end politicel advertising revanue. Deduct commissions paid to egancy rapresentatives end brokars.

Line C - Report the sale of stetion time to locel edvertisers or sponsors. Include trede-outs end barter, end political edvertising revenue. Deduct commissions paid to egancy raprasantatives end brokars.

Line D — Report the sum of lines A, B, end C.

NETWORK TIME SALES

Line E — (Networks only) Raport natwork revenua from edvartising sales. Deduct commissions paid to egency raprasantetivas end brokers.

OTHER OPERATING REVENUE

OTHER OPERATING REVENUE
Line F — Report all other operating revenue.
Include ravanue from the use of talant,
sarvicas, end tachnical fecilitias; and
managamant fees. Include ravanue from the
production and/or distribution of progrems,
except whan the production/distribution is
provided by seperate establishmants of this
company. Include satellite truck rantal
revenue, but exclude tower rantal ravenue.
NOTE — If the emount reported on this line is
greater then 50 percent of total operating
revenue raported in line G, indicete the source
of the ravenue in the "Ramarks" section on
page 3.

TOTAL OPERATING REVENUE

Line G - Raport tha total of lines D, E, end F.

NONOPERATING INCOME (Tax exempt organizations only; all others SKIP to

Line H — Report all government subaidiae used to offset operating or capital deficits, privata gifts, loans, contributions, and grants.

organization axampt from 521 of the Intarnal				1 Yes 2 No						
Estimates ere acceptable if book	Key		19	990		Key		19	B9	
figures ere not evellable.	code	Bil.	Mil.	Thou.	Dol.	code	Bil.	Mil.	Thou.	Dol.
STATION TIME SALES										
A. Network compensation	704					754			-	
B. Netionel/regionel edvertising revenue (net)	705					755				
C. Locel advertising revenue (net)	706					756				
D. TOTAL STATION TIME SALES (net) NETWORK TIME SALES	707					757				
E. Advertising revenua (nat)	70B					758				
F. Other operating revenue	607					657				
G. TOTAL OPERATING REVENUE	608					658				
INCOME H. Subsidiea, gifts, loans, contributions, end grants	709					759				

REVENUE — Continued NONOPERATING INCOME — Continued	Estimates are sceaptable if book	Ksy		19	90		Key		19	989	
Line I — Report all other nonoperating	figures ara not available.	cods	Bil.	Mil.	Thou.	Dol.	cods	Bil.	Mil.	Thou.	Dol
receipts, such as income from investments, the sale of securities, real estate, etc.											
NOTE — If the amount reported on this lina is greater than 50 percent of the total revanua reported in line J. indicate the sourca of the	I. Other nonoparating										
revenue in the "Remarks" section on page 3.	income	710					760				
Line J — Report the total of lines G, H, and I.					,						
	J. TOTAL REVENUE	711					761				
PAYROLL AND OPERATING EXPENSES	Estimates are			19	90				11	989	
Line A — Report the gross earnings paid in	acceptable if book figures are not available.	Ksy	Bil.	Mil.	Thou.	Dol.	Ksy	Bil.	Mil.	Thou.	Do
calendar years 1990 and 1989 to employees prior to such deductions as employees' Social Security contributions, withholding taxes,				144111.	Tillou.	DOI:	-	OII.	1	11100.	50
group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries,											
commissions, dismissal pay, paid bonuses, vacation and sick leave pay, and the cash equivalent of compensation paid in kind. If a	A. Annual payroll B. Employer	627					677		-	 	
corporation, include salaries of officers; if an unincorporated concern, exclude payments to proprietors or partners.	contributions to								;		
ine B — Report in line B(1) employer's cost or legally required programs, such as Social	(1) Plans required under Federal										
Security, worker's compensation insurance, unemployment tax, and State disability insurance programs. Report in line B(2)	and State lagislation	628					678			3	
employer's cost for programs not required by aw, such as pension plans, stock purchase plans, union-negotiated banefits, life								1		1	-
nsurance benefits, and insurance premiums on hospital and medical plans. Estimates are	(2) Other fringe benefit plans					-					
acceptable if book figures are not available.	(including medical and life				25				11		
Line C — Report the cost of broadcast rights to feature films, syndicated programming, sports events, etc.	insurance)	629		-			679		3		
Line D — Report the cost of music license	C. Broadcast rights	712					762				
ees payable to music licensing organizations.				100	THE	20					
Line E — (Networks only) Report the cost of programming time purchased from affiliated stations.	D. Music license fees	713			0		763				
Line F — Report in line F(1) the amount of depreciation and amortization charges against	E. Network compensation fees	714	-				764				
buildings, offices, and structures owned by your firm. Report in line F(2) the amount of depreciation and amortization charges against.	F. Depreciation and	-				-	7.04		-		
transmission systems (towers, antennae, transmitters, transmission lines, microwave	amortization charges										
equipment, mastar control equipment, and other transmitting equipment) owned by your firm. Report in line F(3) the amount of	(1) Buildings, officas, and										
depreciation and amortizetion charges against other depreciable assets owned by your firm.	structuras	631			ļ		681			-	
Include depreciation on assets rented or leased to others by you under an operating lease agreement. Includa depreciation on assats	(2) Transmission systems	632					682				
owned and used by your firm within leaseholds, and assets obtained through	Systems	032					002		 		
capital lease agreemants. Exclude depreciation on intangible assats and assats leased to others by you under a capital leasa	(3) Vehicles, machinary and										
agreement. Do not adjust for tha valua of depreciable assets sold or traded for	equipmant, and other tengibla										
replacement purposes. Line G — Raport in line $G(1)$ the cost of ranting	G. Laesa and rentel	633					683			-	-
or leasing buildings, officas, and structuras. Report in line G(2) the cost of renting or leasing	costs										
transmission systems (towars, antannas, transmitters, transmission linas, microweva equipment, mastar control equipment, and	(1) Buildings, offices, and										
other transmitting aquipment). Report in line 3(3) the cost of renting or leasing vehicles.	structuras	634		-	ļ		684			-	-
and other machinary and aquipment. Exclude payments by your firm to the parent company or organization, or any of its subsidiaries for	(2) Transmission		!								
use of assets owned by them; and installment payments for assets obtained through cepital	systams	635		-			685		-		
leasa agraements. Lins H Report in line H(1) tha cost of	(3) Vahicles, end other mechinery	020					686				
purchasad repairs (including chargas for parts and labor) to buildings, offices, and structures.	and equipment H. Cost of purchased	636			 		080		-		
Raport in lina H(2) the cost of purchesad rapeirs to trensmission systems (towers,	rapairs										
antannas, transmittars, trensmission linas, microwave aquipmant, mestar control aquipmant, and othar transmitting	(1) Buildings, offices, and										
aquipment). Report in line H(3) purchesed repairs to vehicles, end other machinery and	structuras	637					687				-
aquipmant. Exclude rapair costs included as part of a leesa or rentel egreamant, improvaments for which dapraciation	(2) Trensmission	638					688				
accounts are maintained, and repeirs parformed by employees of your company and	systems	038					000			1	
its subsidiarias.	(3) Vahicles, end other machinery end equipment	639					689				
		1200	L	<u> </u>	L				1		<u> </u>

PAYROLL AND OPERATING EXPENSES — Continued	Estimetes ere eccepteble if book	Key		19	90		Key		19	89	
Line I — Report the net cost (premiums less dividends or refunds) of ell commerciel insurence, including thet used to protect the	figures ere not eveileble.	code	Bil.	Mil.	Thou.	Dol.	code	Bil.	Mil.	Thou.	Dol.
compeny egeinst losses or dameges to buildings, structures, end machinery end equipment ceused by fire, flood, wind,	I. Cost of insurance										
boiler explosion, or eny other ceuse. Include premiums on fidelity bonds of employees	(net)	640					690				-
end insurence to protect egainst liebility for deeths or injuries of persons (other than employees) end demeges to property of	J. Cost of telephone and other purchased										
others. Line J — Report the cost of nonrevenue-	communication services	641			-	ļ	691				
genereting purchased communication services, including telephone, telex, telegraph, teletype, etc.											
Line K — Report the cost of purchased utilities, including the cost of purchased	K. Cost of purchased utilities	642				<u> </u>	692				
electricity, end purchased fuels consumed for heet, power or generating electricity. Include weter, sewer, end refuse removel.					İ						
Exclude payments for these utility services if included es pert of e lease or rentel agreement.	L. Cost of purchased advertising	643					693				
Line L — Report the cost of purchased advertising, including payments to other	- -										
firms for printing, medie, end other services and materials used for advertising.	M. Taxes	644					694	1			
Line M — Report the cost of taxes including real end personel property taxes (such as texes on reel estete, motor vehicles,	100.00										
mechinery, equipment, and inventories), and special essessments. Include FCC license	N. Interest expenses										
fees. Exclude income, sales, payroll, excise taxes, and other texes collected from customers end paid to locel, State, or	(gross)	645					695				
Federal government egencies. Line N — Report gross interest expenses.	O. Other operating						A				
Line 0 — Report other operating expenses, not reported in lines A through N, including	expenses	646	-60				696	223500			
news gathering services, ratings services, travel expenses, dues and subscriptions, accounting and legal fees, office supplies,	P. TOTAL	A.	A				A.	Service Services			
and date processing expenses. Include the cost of computer software purchased under licensing agreements.	OPERATING EXPENSES	647					697				
Line P — Report the sum of lines A through O.	- (C-										
ITEM 5 REPORT PERIOD		Кеу		1	990		Key		1:	989	
If the figures reported in items 3 and 4 are for	21	code	Mont	h [Day	Year	code	Mon	th	Day	Year
period other than Jenuery 1 through December	31, 20				- 1						
period other than Jenuery 1 through Decembe please enter the beginning and ending dates.	FROM	648					698				
please enter the beginning and ending dates.	FROM	648									
please enter the beginning and ending dates.	FROM	649	est desci	ibes this	s compa	ny during	699				
please enter the beginning and ending dates. ITEM 6 ORGANIZATIONAL STATUS	TO Mark(X) the ONE box v	649	est desci				699				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 1 Individual proprietorship	FROM	649	est desci			n <i>y duri</i> ng er — Spe	699				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5	TO Mark(X) the ONE box v	649	est desci				699				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
Please enter the beginning and ending dates. Page 11 ORGANIZATIONAL STATUS OCOPPORATION 5 Individual proprietorship Partnership	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be		·	Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be			Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be			Oth	er – Spe	699 1990.				
ITEM 6 ORGANIZATIONAL STATUS O Corporation 5 Individual proprietorship 2 Partnership REMARKS — To reduce the need for costly to	TO - Mark(X) the ONE box v Governmental — Specify	649 which be			Oth	er – Spe	699 1990.				

OWNERSHIP OR CONTROL								_	
A. Does enother compeny own more then	Name of owning or	controlling comp	any						
50 percent of the voting stock or heve the power to control the menegement end policies of this company?	Number and street				_		-		
1 🗆 Yes —	City, State, and ZIP	Code							
2 ☐ No — Continue with item 7B			El Number				TT	Т	П
B. Did this compeny ecquire or merge with	Name of company a								
enother compeny in 1990 or 1989?	Number and street								
1 Yes	City, State, and ZIP	Code							
	Dete of merger	Month	Year I				-1-1		1
	or ecquisition>			El Number -	•	<u> </u> -			
This report covers all domestic locetions prime providing redio end television broedcasting ser your compeny end its subsidieries, except for a operating units which heve been requested to a 1990 Survey of Communication Services report the Census. Included ere: • Fecilities primerily engaged in the disseminet the public of eurel programs (consisting of voor the like). • Fecilities primerily engaged in the disseminet the public of visual programs, consisting of notes that the public of visual programs, consisting of notes the public of visual programs, consisting of notes the public of visual programs.	vices operated by subsidiaries or subsidiaries or submit seperate rts to the Bureeu vice by redio to pice end music ion by redio to noving or still	of voice Fecilities furnishin Include de furnishing centrel ed providing include of If your ac describe	usuelly eccompend music or the end music or the end music or the end of progrem must for euxiliary f supporting servation end of the	e like). sele of time f eterial or sen ecilities of yo ices to your o ces, gerages, d repeirs to yo npeny engege	or broed vices. ur compo commun werehour med ed in so	dcest pu peny pri nication puses, d hinery liciting	marily activiti activiti and est end equ	engegedes, such blank and the su	d in h es ents t. Also
Please reed ell instructions end complete ell ite This will seve on costly end time-consuming co	ms in this report. orrespondence.	program for mere	ons its and berter— e estimated at e material of sim thandise or servi	ilar quality en cee should be	d quent e estime	tity. Spo eted es	the em	henged ount the	
ectivities defined in the coverege section. For locations sold or ecquired during 1980 or only for the period that the locations were opcompeny.	1989, report erated by this	1989 e Exclud	ating expenses, yen though peyn a seles or other to to e texing euth	nent mey hev exes collecte	e been i	mede et	e leter	dete.	
 Report dete for the celendar years 1990 and year records are not evallable, date for the la will be accepted. Indicate the period covered note, however, that estimates for the calend prefarable to book figures covering e differen 	test fiscel yeer I in item 5. Pleese ler yaar are	Employ• • Report e	ns for total ennier's Querterly Fe Il velues in dolle	ederel Tex Re ers (omit cent	turn, Tr s).	eesury I	Form 9	41.	he
For operating revenue, raport all charges or be rendered and any sales of marchandise during even though payment may have been receive. Exclude revenue from a domestic parent org.	g 1990 end 1989, ed et e later date.	eccepte dete for	igures ere not e ble. Enter ''O'' i two or more de derived from s	n items where teil lines.	e epplic	eble. Do	not co	mbine	
frenchise locations owned by others and any license fees	frenchise or	should I	e proreted ecco	rding to the s	ervice (eccomp	lished.	(Only	
REMARKS — Continued from page 3.									
ITEM 8 CERTIFICATION — This report is	substentially accurat	e end has been	orepered in ecco	rdence with it	nstructi	ons.			—
Name of person to contact regarding this report	Address (Number en					Telepho	ne		
				Area code	Numbe	er		Ext	ension
Signature of authorized person	Title			l	Dete			i	

B-520

OMB No. 0607-0706: Approval Expires 12/31/91

FORM **B-520**

U.S DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

1990 ANNUAL SURVEY OF COMMUNICATION SERVICES

CABLE TV AND OTHER SERVICES

PENALTY FOR FAILURE TO REPORT DUE DATE: 30 DAYS AFTER RECEIPT OF FORM

NOTICE — Response to this inquiry is required by low (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees end may be used only for statistical purposes. The lew elso provides that copies retained in your files are Immune from legel process.

Please complete this form and RETURN TO BUREAU OF THE CENSUS PO Box 4039 Jeffersonville, IN 47131-4039

Please read all instructions carefully before completing your report, including the survey coverage and reporting instructions below. If book figures are not available, carefully prepared estimates are acceptable.

Public reporting burden for this collection of information is estimated to average 3 hours per response,
including the time for assembling data from existing records and completing the form. Send comments
regarding this burden estimate or any other aspect of this collection of information, including suggestions
for reducing this burden, to the Associate Director for Management Services, Paperwork Reduction Project
0607-0706, Room 2027, Bureau of the Census, Washington, DC 20233-0001; and to the Office of
Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.
PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

In correspondence pertaining	g to this report, please
refer to the IDENTIFICATION	N Number shown below.

100	CENSUS USE
10	M 2□T

(Please correct any error in name, address, and ZIP Code)

SURVEY COVERAGE

This report covers all domestic locations primarily engaged in providing cable television and other communication services operated by your company and its subsidiaries, except for subsidiaries or operating units which have been requested to submit separate 1990 Survey of Communication Services reports to the Bureau of the Census. If your activities do not appear to be covered by this survey, please complete the report form and describe your activities in the "Remarks" section.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication activities, such as central administrative offices, garages, warehouses, and establishments providing maintenance and repairs to your machinery and equipment. Also include revanue and expense data for offices of your company engaged in soliciting advertising.

REPORTING INSTRUCTIONS

Please read all instructions and complete all items in this report. This will save on costly and time-consuming correspondence.

- Report only for those locations primarily engaged in the activities defined in the coverage section.
- For locations sold or acquired during 1990 or 1989, report only for the period that the locations were operated by this company.
- Report data for the calendar years 1990 and 1989. If calendar year records are not available, data for the latest fiscal year will be accepted. Indicate the period covered in item 6. Please note, however, that estimates for the calendar year are preferable to book figures covering a different time period.
- For operating revenue, report all charges or billings for services rendered and any sales of merchandise during 1990 and 1989, even though payment may have been received at a later date. Exclude revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

- Trade-outs and barter Spots exchanged for program material should be estimated at a fair value consistent with purchases of other program material of similar quality and quantity. Spots exchanged for merchandise or services should be estimated as the amount the station would have paid for the merchandise or service received.
- For operating expenses, report costs incurred during 1990 and 1989 even though payment may have been made at a later date. Exclude sales or other taxes collected from customers and paid directly to a taxing authority.
- Definitions for total annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.
- Report all values in dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable. Enter "O" in items where applicable. Do not combine data for two or more detail lines.
- Revenue derived from services provided on a contractual basis should be prorated according to the service accomplished. (Only include the amounts applicable to the report period.)

NUMBER OF COMMUNICATION LOCATIONS	Key code	1990 Number	Key code	1989 Number
Enter the total number of communication locations operated by this company as of December 31, 1990 and 1989. A location is defined as an establishment with paid company personnel.	601		651	
ITEM 2 TAX STATUS				
A. Is this firm or organization operated on a not-for-profit basis?		1 ☐ Yes — Continue with 2 ☐ No — SKIP to item 3	item 2B	
Was all or part of the income of this firm or organization exempt from income taxes under section 501 or 521 of the Internal Revenue Code	Federal ?	¹ ☐ Yes 2 ☐ No		

ITEM 3 REVENUE	Estimates are	I I		19	90			_	19	89	
Enter "0" in items where applicable. Please do not combine date for two or	ecceptable if book figures ere not evelleble.	Key	Bil.	Mil.	Thou.	Doi.	Key	Bil.	Mil.	Thou.	Dol.
more detail lines. CABLE AND OTHER PAY TELEVISION	CABLE AND OTHER PAY TELEVISION REVENUE										
REVENUE Line A — Report seles of broedcast time to advertigers or sponsors. Deduct commissions	A. Advertising revenue (net)	в01					851				
paid to egency representetives end brokers. Line B — Report revenue from programming services.	B. Program revenue	802					852				
Line C — Report subscription fees for besic											
services. Line D — Report revenue from pey and other premium services, such es movie chennels.	C. Besic service revenue	803					853				
Line E — Report installetion fees for providing basic, pay, and other premium services.	D. Pay and other premium service revenue	B04									
Line F — Report ell other cable and pay television revenue, such es service cherges, rental or lease of chennel capecity, etc.	1646tide	504					854				
Line G — Report the sum of lines A through F.	E. Installation fees	B05					855				
OTHER COMMUNICATION SERVICES REVENUE	E Other coble and										
Line H — Report revenue from telegreph and other message communications, such as	F. Other ceble and pay TV revenue G. TOTAL CABLE	806					858				
electronic mail, fecsimile trensmission, telegram and telex, end peging services.	AND OTHER PAY TELEVISION										
Line I — Report revenue from all other point-to-point communication services, including setellite communications end	OTHER COMMUNICATION	807					857		1		
radar stetion operations. OTHER OPERATING REVENUE	SERVICES REVENUE H. Telegreph end other						(-			
Line J — Report ell other operating revenue, including sales of merchandise, rentel revenue,	messege communication revenue	80B				1	858	15			
etc. Exclude nonopereting revenue such es income from investments, the sele of	revende	005		i	179	11	550	1		3	
securities, or reel estate, etc. NOTE — If the amount reported on this line is greeter then 50 percent of the totel operating revenue reported	I. Other communication service revenue	809		A	15		859				
in line K, indicete the source of the revenue in the "Remarks" section on pege 4.	J. OTHER	1	9	118	11		-				
Line K — Report the sum of lines G, H, I, and J.	OPERATING REVENUE	607			17.		857				
NONOPERATING INCOME (Tex exempt organizations only; ell others SKIP to item 4)	K. TOTAL OPERATING REVENUE	608		V			658				
Line L — Report ell government subsidies used to offset opereting or capital deficits, privete gifts, loens, contributions, or grents,	NONOPERATING INCOME	-	300								
Lina M — Report ell other nonopereting receipts, such as income from	L. Subsidies, gifts, loans, contributions, and grents	709					759				
estete, etc. NOTE — If the emount											
reported on this line is greeter than 50 percent of the total revenue reported in line N, indicete the source of the revenue	M. Other nonopereting income	710					780				
in the "Remerks" section on page 4. Line N — Report the total of lines K, L,	N. TOTAL										
and M. ITEM 4 PAYROLL AND	REVENUE	711					781				
PAYROLL AND OPERATING EXPENSES	Estimetes ere acceptable if book figures are not	Key	5.1	19	I		Key	Bil.	1	89	5.1
Line A — Report the gross eerninge peid in	availeble.		Bil.	Mil.	Thou.	Dol.		ы.	Mil.	Thou.	Dol.
calender yeers 1990 end 1989 to employees prior to such deductions es employees' Sociel Security contributions, withholding texes.	A. Annuel peyroll	827					877				
Security contributione, withholding texee, group insurence premiums, union dues, sevings bonds, etc. Include ell weges, completions dismissel pay, paid	B. Employer contributions to										
selaries, commiseions, dismiesel pey, peid bonusee, vecetion and sick leeve pey, end the cesh equivelent of compeneation peid in kind. If e corporetion, include selence of officers; if	employee benefit plens										
If e corporetion, include seleriee of officers; if en unincorporeted concern, exclude peyments to proprietore or pertners.	(1) Plens required under Federel end										
Line B — Report in lina B(1) employer'e cost	Stete legisletion (2) Other fringe	828					87B				
for legelly required progrems, such as Social Security, worker's companeation insurance, unemployment tex, and State disability	benefit plene (including medicel										
insurence progrems. Report in line B(2) employer's cost for progrems not required by	end life insurence) C. Progrem end	829			<u></u>		879		-		
lew, such es peneion plens, stock purchese plens, union-negotieted benefite, life ineurence benefite, end insurence premiume	production costs										
on hospitel end medicel plans. Estimetes ere ecceptable if book figures ere not available.	(1) Progrem service cost										
Line C — Report in line C(1)e the progremming costs for providing basic ceble	e. Besic ceble service	810					880				
services. Report in line C(1)b the progremming costs for providing pay or premium TV eervices. Report in line C(2) the cost of local	b. Pey or premium										
originetion programs (i.e., programs produced or devaloped in-house). Report in line C(3) telant fees, music license fass, the velus of	TV servicee	811					881				
bartered programming, and ell other costs of programming and production. Exclude payroll and amployer contributions to employee	(2) Local origination	812					900				
benefit programs.	progrems	512					862				
	(3) Other program and production costs	813					863				
Paga 2							-		FC	RM B-520	(11-20-90)

PAYROLL AND OPERATING EXPENSES Continued

Line D — Report in lina D(1) the amount of dapraciation and amortization chargee againet buildinge, officas, end etructuras owned by your firm. Raport in line D(2) tha emount of depracietion end smortization chargas ageinet transmission ayetama (cablee, wirae, smpe, setallita trensmisaions, convarters, tap offs, power aupplias, and other trenemitting aquipmant) ownad by your firm. Raport in lina D(3) the amount of dapracietion and amortization chargas against vahiclae, machinery end aquipmant, and other tengibla assata ownad by your firm. Includa dapraciation on assats rantad or laesed to others by you under an operating laese agraemant. Include dapraclation on assata ownad and usad by your firm within laeaeholds and assate obtained through capital lease agraemants. Exclude dapraciation on intangibla essats and assate lassed to others by you under a capital laesa agraemant. On not adjust for the value of dapraciable eassats sold or tradad for raplacemant purpoass.

Line E — Raport in lina E(1) tha cost of ranting or leasing buildings, offices, and structures. Raport in line E(2) the cost of ranting or leasing transmiseion systama (cablae, wiras, ampa, satellita transmissions, convartars, tap offs, power supplies, and other transmitting aquipment). Raport in line E(3) tha cost of ranting or leasing vahicles, end other machinery end aquipment. Exclude payments by your firm to the parant compeny or organization, or any of its subsidiaries for use of assats ownad by tham; and instellment paymente for assats obtained through capital lease agraemants.

Line F — Raport in lina F(1) tha cost of purchasad rapairs (including chargas for parts and labor) to buildings, officea, and structuras. Raport in line F(2) tha cost of purchasad rapairs to tranemission systama (cablae, wiras, amps, satallita transmiaaions, convartara, tap offs, and other transmitting equipmant). Raport in line F(3) tha cost of purchasad rapairs to vahiclas, and other machinary and aquipmant. Exclude rapair costs included ae part of a lasas or rantal agraemant, improvamants for which dapraciation accounts are maintained, and rapairs performed by amployaes of your company and it subsidiarias.

Line G — Raport the nat cost (premiums leas dividands or refunds) of all commercial insurance, including that used to protect the company against leases or damages to buildings, structuras, and machinery and aquipmant caused by fire, flood, wind, boilar axplosion, or any other cause, include pramiums on fidelity bonds of amployeas, and insuranca to protect against liability for deaths or injuries of persone (other than amployeas) and damages to property of others.

Line H — Raport tha cost of nonravanua ganareting purchasad communication sarvicas, including talaphona, talax, talagraph, talatype, atc.

Line I — Raport tha cost of purchasad utilities, including tha cost of purchasad alactricity and purchasad fuals consumad for haat, power and generating electricity. Includa weter, sawer, and rafusa ramoval. Exclude the cost of thesa utility services included as part of a lease or rental agraement.

Line J — Raport tha cost of purchasad advartising, including paymanta to other firms for printing, madie, and other services and materials used for advartising.

Line K — Raport tha cost of taxaa including raal and personal property taxas (auch ae taxas on real asteta, motor vahiclae, machinary, aquipmant, end invantorias), and special assassmants. Alao includa FCC licansa faas. Exclude income, sales, payroll, axciaa taxas, and other taxes collected from customars and paid to local, Stata, or Fadaral govammant agancies.

Line L — Raport gross interest expenses.

Line M — Raport other operating expenses not raported in lines A through L, including treval expenses, accounting and lagel fees, duas and subscriptions, office supplies, and data processing expenses. Include the coat of computer softwere purchesed undar licensing egreements.

Line N - Report the eum of lines A through M

Estimates ere acceptable if book figures ere not	Kay		18	1990			1969				
	ures ere not allable.	code	Bil.	Mil.	Thou.	Hun.	code	Bil.	Mil.	Thou.	Hun.
D.	Dapraclation and amortization chargae										
	(1) Buildings, officas, and structurae	631					661				
	(2) Transmission systems	632					662				
	(3) Vahiclae, machinary and aquipmant, and othar tangibla assata	633					663				
E.	Lassa and rantal coats										
	(1) Buildings, officas, and structuras	634					664				
	(2) Transmieaion systams	635					665				
	(3) Vahiclas, and other machinary and aquipment	636					666				
F.	Cost of purchasad rapaira (1) Buildings, officas, and structures	637					667				
	(2) Transmission systems	636			M		666		C	3	
	(3) Vahiclas, and other machinary and aquipment	639	1				689				
	Cost of insurance (nat)	840		1	1/7		690				
H.	Cost of telephone and other purchesed communication sarvices	641	3 0				691				
	Cost of purchased	041					031				
	utilitias	642					692				
J.	Cost of purchasad advartising	643					693				
K.	Taxas	644					694				
L.	Interest expenses (gross)	645				•	695				
M.	Other operating axpanses	646					696				
N.	TOTAL OPERATING EXPENSES	647					697				

All others SKIP to itam 6.	vision sarvice	S as on/v.	Key	19	90 Numb	er	Key code	1:	989 Numl	ber	
Entar tha total number of individual dwelling units so											
basic sarvicas as of Dacambar 31, 1990 and 1989.	abscribing to	<u></u>	814				864				
ITEM 6 REPORT PERIOD If the figures reported in items 3 end 4 are for a			Key		1990		Key code		1989	T - : : -	
pariod other than January 1 through Dacambar 31, plaasa antar the beginning and ending dates.				Month	Day	Year		Month	Day	Year	
January Committee of the Committee of th		FROM	648				698				
		то	649				699				
OWNERSHIP OR CONTROL	Name of a			ling compar			000			.1	
Does another company own more then 50 percent of the voting stock or heve		JWIIIII OI	CONTROL	iing compai	'Y						
tha power to control the managamant end policias of this company?	Number a	nd street									
1 ☐ Yes ———	City, Stat	e, and ZIP	Code								
2 No — Continue with item 78				El Numba	,		-			TTT	
B. Did tha company ecquira or marga with	Name of a	company a	cquire	or merged							
another company in 1990 or 1989?	Number	and attact									
1 ☐ Yes → 2 ☐ No — Continue with item 8	Number and street										
	City, Stat	e, and ZIP	Code					,			
	Data of m		/lonth	Year	E	l Numbar –	-	8-18			
ORGANIZATIONAL STATUS —			vhich b	st dascribe	s this com	pany during	1990	1			
o ☐ Corporation 5 ☐	Governme	ontal — Sn	ecify -		-	Other -	Snaci	64 -			
1 Individual proprietorship	_ Governme	intal — Op	ECTTY #	-		S SI	SDCC.				
2 Partnership						777					
TEM9 CERTIFICATION - This ranner is a	auhstentially.	eccurate e	and here	bean nrana	red in according	ordenca with	ı inste	uctions.			
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